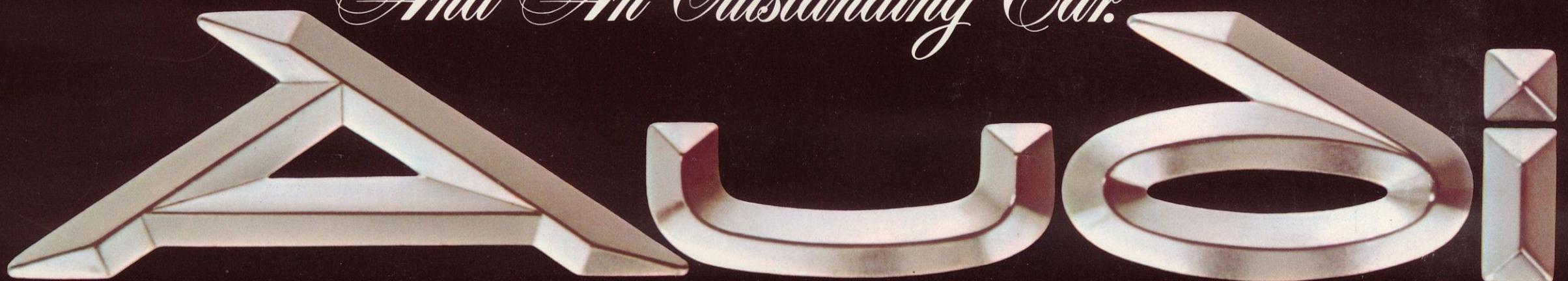


*How To
Recognize the Difference
Between a Good Car
And An Outstanding Car.*





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An outstanding car doesn't merely take you places. It takes you there in style.

When we built the Audi 100 LS, we did more than build a means of transportation. We created a luxury car with classic design. Beautiful styling inside and out. Excellent performance. And, of course, with the ultimate in comfort.

Take the seats, for example. They were orthopedically designed to give you proper support. So they'll feel as comfortable after hours of driving as when you first sit down.

The front seats adjust from straight up to fully reclining, with all the variations in between. And, to make driving even more comfortable, they have inertia-type seat belts that give you freedom of movement, but hold you securely during acceleration, cornering and sudden stops.

You don't have to search around for all the controls, either. The turn signals, headlight dimmer switch, horn and automatic windshield washer/wiper controls are on the steering column, where you can easily operate them without taking your hands off the wheel.

Now look at the dashboard. It's completely functional, with easy-to-read instruments. The quartz clock you see really works. Not only dependably, but precisely.

Drive an Audi 100 LS, and you'll notice a few more things that are outstanding.

First, the lack of glare. That's because there's tinted glass in all the windows. It's part of the standard equipment.

And, to let you see in inclement weather, there's an electric rear-window defogger.



Next, notice all the fresh air. The 100 LS has a flow-through ventilation system which at 55 mph, for example, can completely change the air every 25 seconds. You can set it to defog and defrost. Heat and cool. In fact, you can even set it to warm your feet and cool your face at the same time.

The Audi 100 LS goes beyond the realm of comfort. It indulges you with lots of extra luxuries at no extra cost.

Grab handles make getting in and out easier.

You can hide away cameras and other valuables in a lockable glove box.

With ashtrays and an armrest, back seat passengers have their own comforts close at hand.

There are mirrors—not only the day/night mirror, but a vanity mirror as well.

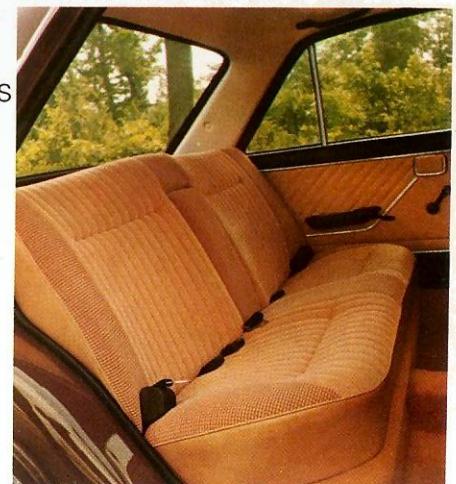
And plush carpeting everywhere. Even in the trunk!

The 100 LS lets you travel without cramping your style. There's a luxurious amount of room for five passengers. And six-footers can stretch out just as comfortably as those who are five feet and under.

To keep little things like sunglasses, maps and loose change out of your way, we built a console with a map light in between the front seats. And added door pockets, and a shelf under the dash.

When we built the 100 LS, we put all the driving mechanisms in the front, where they wouldn't cut into valuable space. The result is a trunk with a usable area of over 20 cubic feet, that can carry suitcases, camping equipment and groceries as comfortably as the rest of the car carries your passengers.

So now that you have an idea of all the things it comes with, you can see why we call this Audi the 100 LS. Because when it comes to comfort and style, it's 100% a Luxury Sedan.





It's thousands of parts meticulously engineered to work perfectly with one another.

Every car is made up of thousands of parts.

When we designed the Audi we wanted to be sure the parts worked as perfectly as possible—not only individually but together.

So our engineers took all the things we learned from years of building cars and built an Audi. Electronically. In a computer. Then they tested it. Reworked it. And tested again until they felt the design was exactly right.

But even the finest designs don't mean anything until they're actually turned into a car. Which is exactly what goes on every day at the Audi factory in Ingolstadt, Germany.

If you were to visit it, you'd see dozens of craftsmen laboring over intricate parts. Spending extra time. Taking extra steps.

You'd see strength being built into each car. Floor-pans welded to chassis to form single shells. That's to insure a tighter fit and a smoother, quieter ride.

You'd see them hand-sanding bodies. And hand-sewing seat covers and armrests.

You'd see Audis going through multiple cleansings. Being treated with zinc phosphate to help prevent corrosion. With polymer undercoating to help prevent chips and scratches. And painted. And painted again. By hand.

You'd see safety actually being built into each car. Because in Europe, roads vary from autobahns to medieval cobblestone streets to mountain esses. And a car has to be prepared to face the unpredictable.

To help the Audi face the unpredictable, the passenger compartment is designed to be a rigid safety cell. The front and rear body sections, as well as the steering column, are designed to absorb energy at a controlled rate, keeping impact forces to a minimum. The side doors are reinforced with steel beams. The interior has extra padding. And younger passengers are protected by child-proof locks on the back doors.

The front and rear bumpers are made of aluminum, which is lighter than steel (even though it's just as strong) and helps give you better gas mileage.

Safety may be the law, but at Audi the law is to make each car as safe as possible.

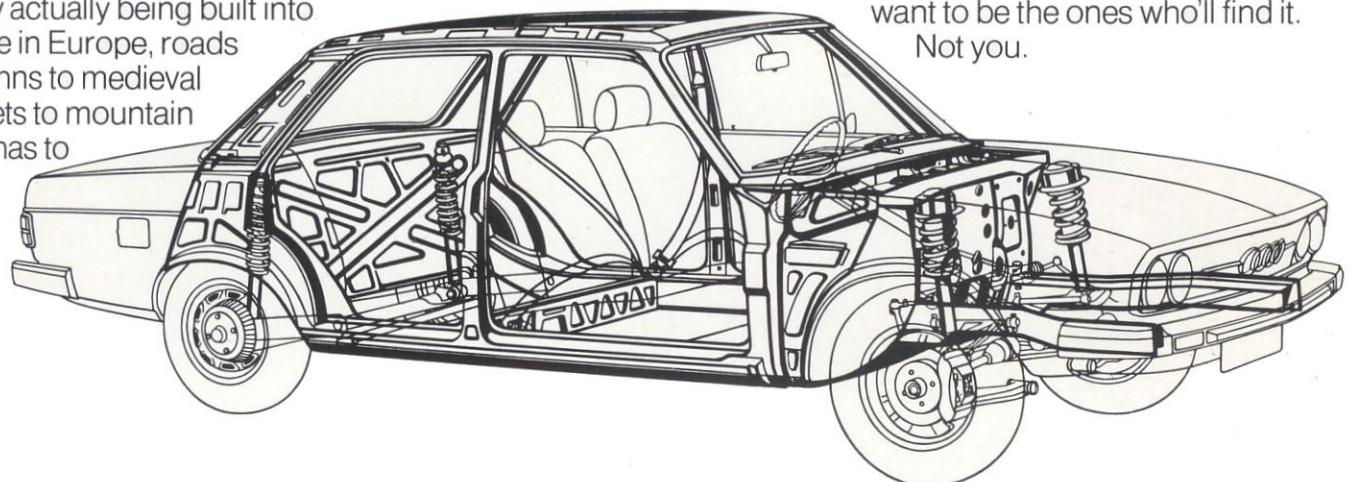
If you continued along, you'd see Audis being inspected. Engines tested on the dynamometer under various loads to see how they'll perform under all kinds of driving conditions.

Paint jobs inspected with mittens to detect irregularities that bare hands could miss.

You'd see cars subjected to the scorching heat and to the freezing cold of the climate chambers. To the lashing gusts of the wind tunnel. And, finally, road tested.

All because we want our Audis to be the best that we can make them. And if something isn't exactly right, we want to be the ones who'll find it.

Not you.





An outstanding car transforms power into performance in the most direct, economical way.

Practically every car's power comes from the same source. Gasoline.

But not every car converts it into usable energy in the most efficient way.

Audi does with its fuel-injected engine and front-wheel drive.

Drive a 100 LS, and you can't help but notice its quick response. Part of the reason is front-wheel drive. When you go into a turn, it *pulls* you through. Drive in a straight line, and you stay in a straight line—even in a heavy crosswind.

There's good reason for this. The engine, transmission and differential are combined into a single unit and located over the driving wheels. That means better traction. Traction that transmits power more quickly and directly to where it's needed most.

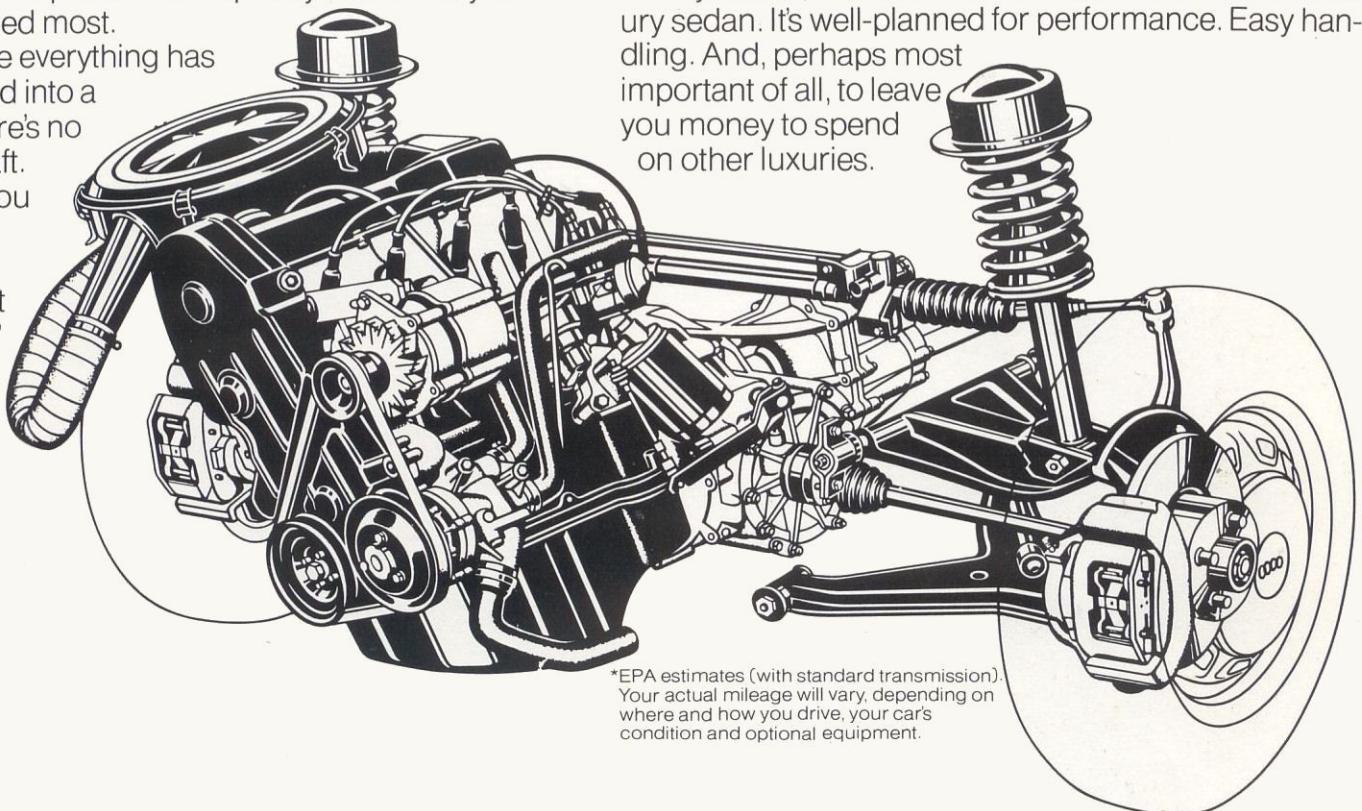
And because everything has been combined into a single unit, there's no bulky driveshaft. Which offers you still another advantage. An interior without a high "tunnel" to cramp middle-seat passengers.

Another feature that helps you transform power into performance efficiently and cut down on maintenance is C.I.S. fuel injection. The C.I.S. stands for "continuous injection system," which already gives you an idea of how it works.

It continuously feeds the engine the exact blend of fuel and air that it needs, depending on engine and ambient temperatures, as well as engine load. Which means you can expect good acceleration, from 0 to 50 in 8 seconds. And good gas mileage, up to 19 mpg in the city and 29 mpg on the highway.*

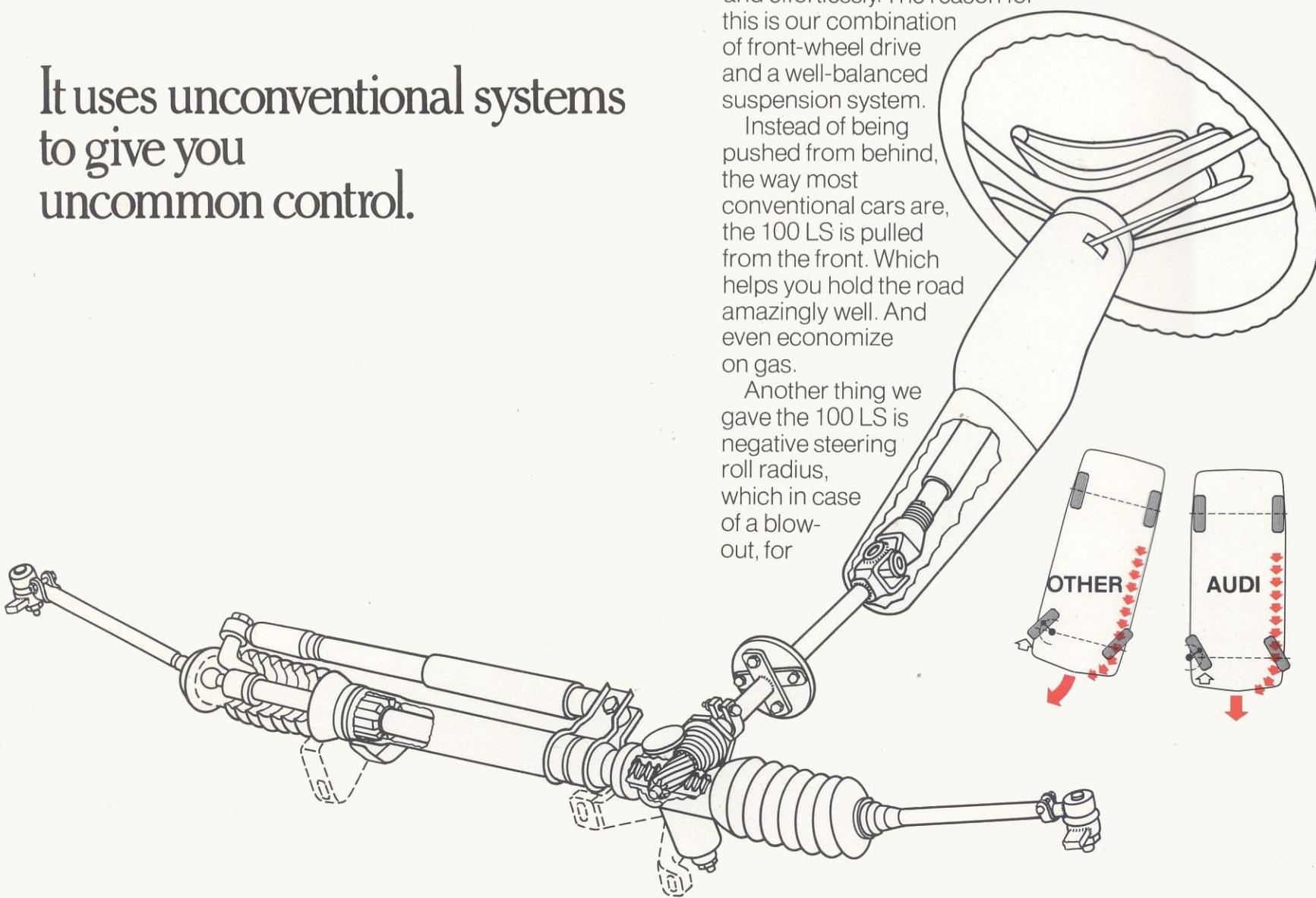
And since fuel injection eliminates the need for a carburetor and choke, you won't have to worry about servicing them.

So you see, the Audi 100 LS is much more than a luxury sedan. It's well-planned for performance. Easy handling. And, perhaps most important of all, to leave you money to spend on other luxuries.



*EPA estimates (with standard transmission). Your actual mileage will vary, depending on where and how you drive, your car's condition and optional equipment.

It uses unconventional systems to give you uncommon control.



Drive a 100 LS, and one of the first things you'll notice is its uncanny control.

Part of the reason is power-assisted rack-and-pinion steering.

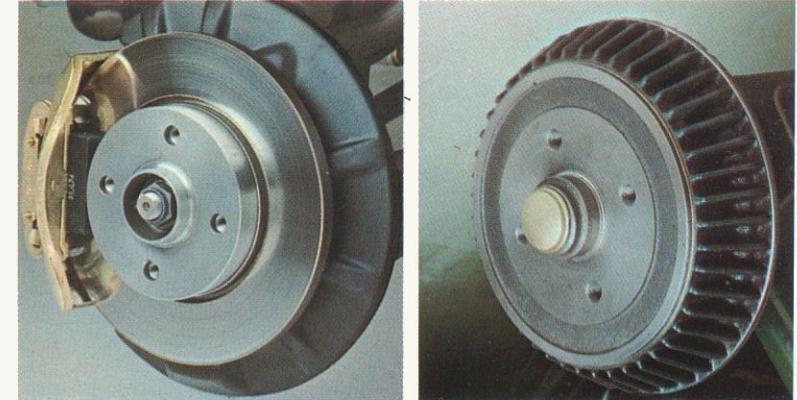
Now rack-and-pinion steering isn't unusual. You'll find it on lots of racing cars. But finding it on a luxury sedan is unusual.

The reason it's on the Audi is because of the lessons we learned from years of racing. You get more direct response. You go through turns without wallowing or waiting. With a better feel for the road.

The 100 LS goes wherever you point it immediately, and effortlessly. The reason for this is our combination of front-wheel drive and a well-balanced suspension system.

Instead of being pushed from behind, the way most conventional cars are, the 100 LS is pulled from the front. Which helps you hold the road amazingly well. And even economize on gas.

Another thing we gave the 100 LS is negative steering roll radius, which in case of a blow-out, for



example, helps you maintain directional stability.

Steel belted radial tires also help you drive with a tight grip on the road. Not only do they improve your traction, but they can increase your gas mileage by as much as 10%. And, nicest of all, they come on the 100 LS as part of the standard equipment.

Like all cars, the 100 LS has brakes. But unlike most cars, ours are designed to give you added control in case of failure.

To begin with, ours is a dual-diagonal, power-assisted brake system. Each circuit includes one front and one rear wheel on opposite sides of the car. This helps you maintain directional stability in the event that one circuit should fail.

There are vented disc brakes on the front wheels—the kind usually found on racing cars. And like racing car brakes, they assure the Audi of fast, sure stops.

The rear wheels have finned drum brakes. The fins increase the cooling area, reducing the possibility of fade and helping to prolong the life of the brake linings.

When you drive, you don't always carry the same amount of weight in the back seat or trunk. We took that into consideration when we built the Audi, and added a brake pressure regulator. It automatically adjusts the braking balance to the car's weight, helping to keep the rear brakes from locking prematurely.

By now you should have a good idea of how the 100 LS handles. But reading is one thing, experiencing another. That's why we think you should drive an Audi 100 LS. And discover a feeling that's even nicer than luxury.

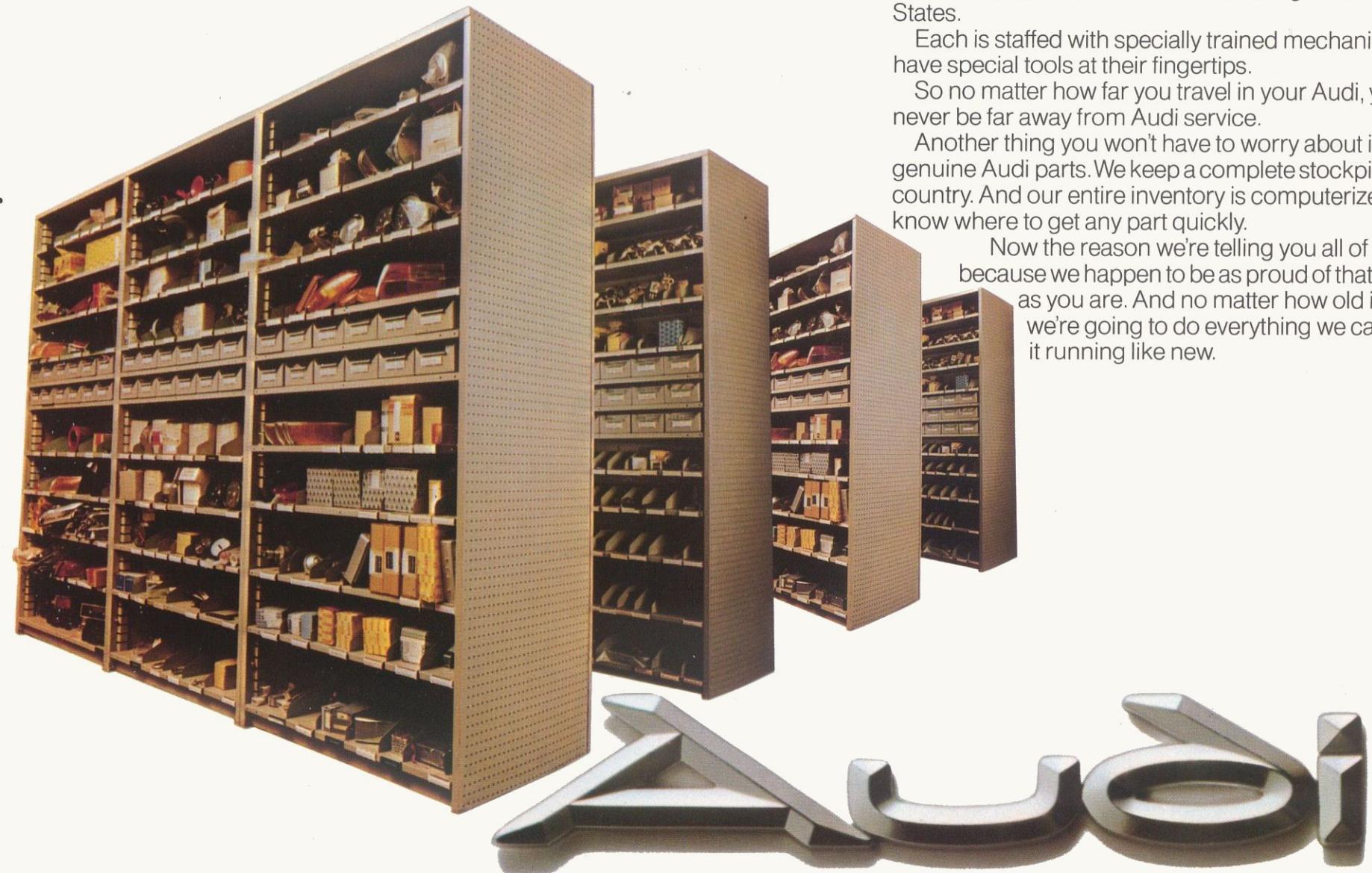
Security.







An outstanding car
is ready to go
whenever you are.



Let's face it. No matter how well a car is designed, or how economical or luxurious it is, it isn't very good if you can't keep it running.

We want your 100 LS to let you keep traveling in style. Not just the day you take it home, but throughout the years.

And to make sure that it does, you can take it to any one of our authorized dealers located throughout the United States.

Each is staffed with specially trained mechanics who have special tools at their fingertips.

So no matter how far you travel in your Audi, you'll never be far away from Audi service.

Another thing you won't have to worry about is genuine Audi parts. We keep a complete stockpile in this country. And our entire inventory is computerized, so we know where to get any part quickly.

Now the reason we're telling you all of this is because we happen to be as proud of that new Audi as you are. And no matter how old it gets, we're going to do everything we can to keep it running like new.



And, an outstanding car
can be tailored
to fit your style of life.



Luxury means different things to different people.

That's why we offer an outstanding selection of options and accessories. To help each new owner personalize his new Audi. And bring it to his own definition of luxury.

There's a three-speed automatic transmission.

For lovers of the outdoors, a sliding steel sunroof with a wind deflector to give you all the air you like, without the drafts.

For lovers of the indoors, there's air conditioning. The controls fit snugly in the console, where they're easy to operate, and keep the temperature constantly to your liking on hot summer days.

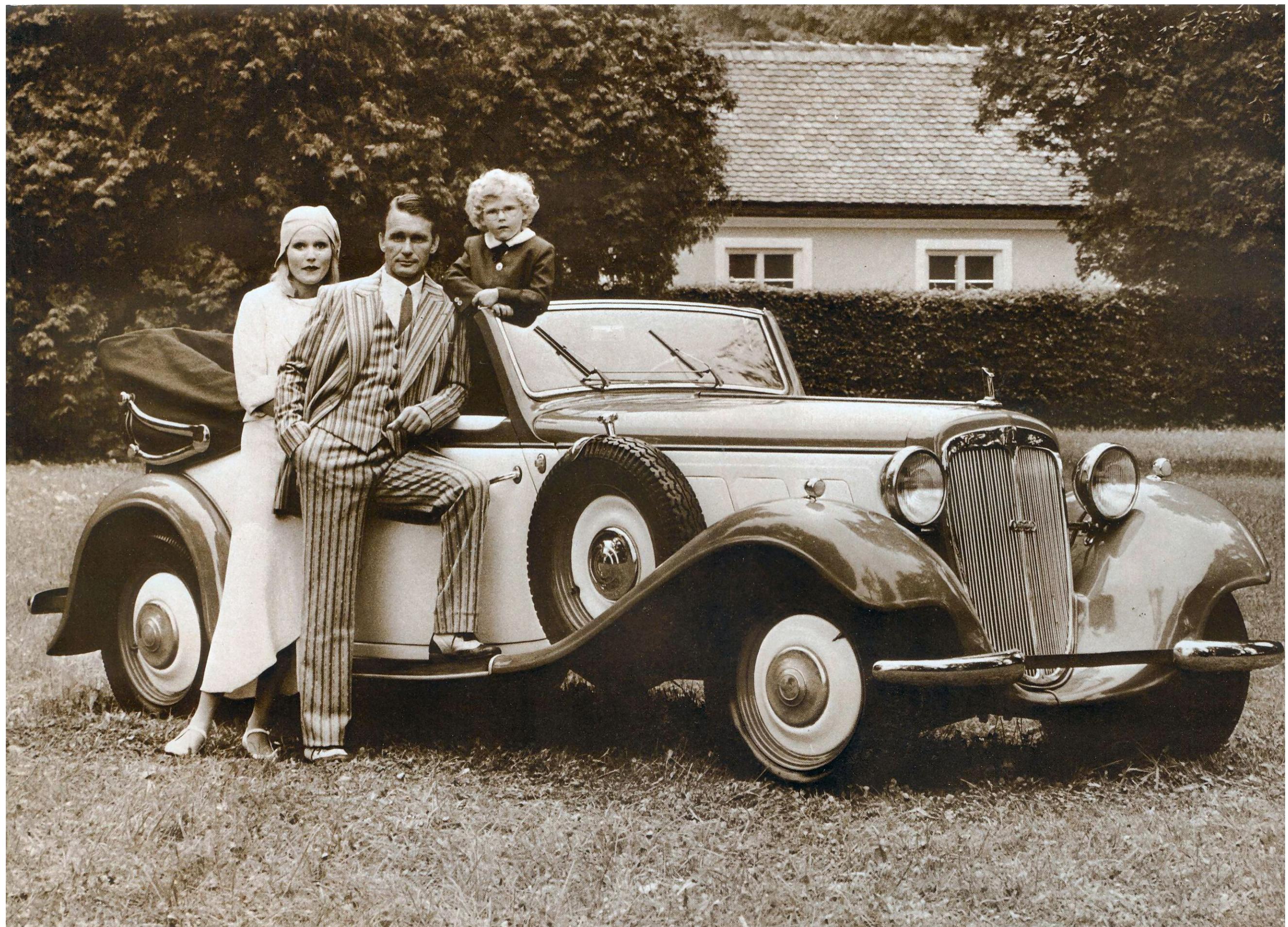
There's a tachometer, for those who are interested in knowing engine R.P.M.s while shifting.

White walls, to make those steel belted radials look even sportier.

And your choice of velour or vinyl upholstery. There's always someone who can't choose which of our Audi colors he likes best. So we made the choice even greater. By adding a second selection of colors in our special paints.

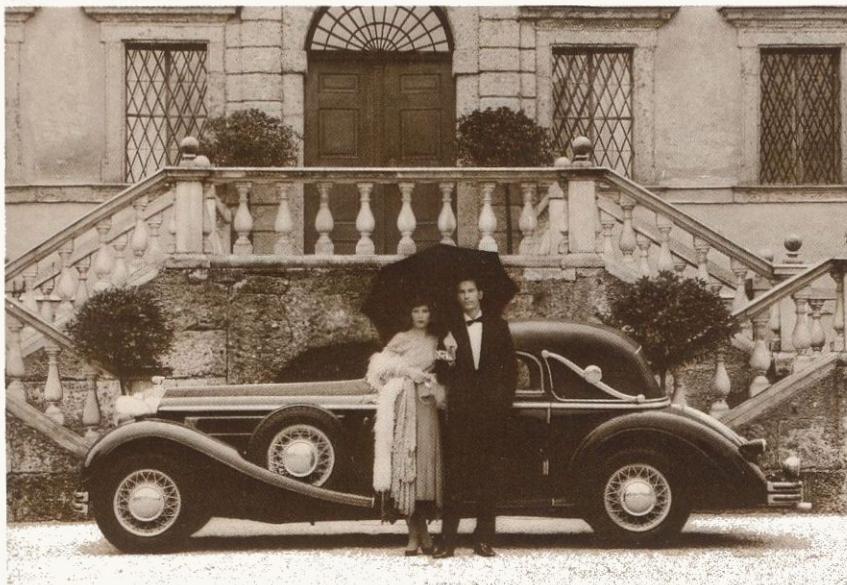
And, of course, there are AM-FM stereo radios. Luggage racks. Ski racks. Trailer hitches. And more.

Ask your dealer about these and our other options and accessories. And let him show you how to go about turning our Audi into your Audi.

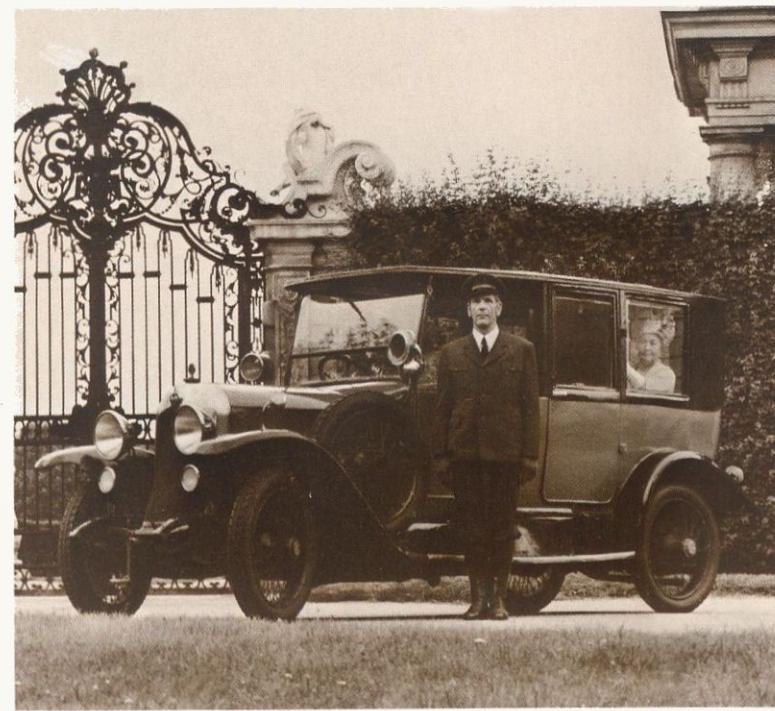


Audi. Traditionally an outstanding car.

1939 Horch Cabriolet



1933 Audi "Front" Cabriolet



1912 Audi Limousine

A car doesn't become outstanding overnight. It takes years.

In our case, over a period of 77 years, since 1899, when August Horch founded the Audi factory in Zwickau, Germany, and built his first car.

Unlike the Audis of today, the first one was a sports car. And an outstanding one for its time.

It had a four-cylinder engine with innovations like overhead valves. A dual ignition system. And, most amazing of all, it could go as fast as 44 mph, a speed that enabled it to win its first race, only three months after its inception.

By 1911, Audi had won the Austrian Alp Run, one of the most grueling and famous races of the day—not once, but three times.

In the 1914 Alpine Rally, five Audis finished at the head of a field of 33 competitors.

By the 1920's, Audi was hailed as "the most modern vehicle of its time."

In 1932, Audi merged the Horch factory with the famous DKW and the Wanderer (a six-cylinder "car of tomorrow"), to form the Auto Union.

The result was one of the two car manufacturers to dominate Grand Prix auto racing in the 30's. A company that through the years pioneered such technical advances as the use of aluminum in engine components. Independent front suspension. Front-wheel drive. Four-speed transmission. And set the standard for the Audi of today, as well as the four-ring symbol each Audi proudly wears.

The development continued on into the 1970's, when the Audi was voted "Best Car Of The Year" in London and Stockholm in 1972. By *Motor Trend* magazine in the U.S.A. in 1973. And, in 1975, the 100 LS was cited as one of the ten best cars in the world by *Road and Track*.

Which brings us to that 1976 Audi 100 LS sitting in your dealer's showroom—a shining new car, but certainly no newcomer.

It's the culmination of 77 years of building and research. Of thousands of people dedicating their careers and their lives to making it the best car they could.

It's valuable lessons learned from races won and lost on some of the most difficult tracks and terrain in the world.

It's an evolutionary process, resulting in a car that's right—in performance, economy and luxury—for today's complicated world. A car that combines the features more people look for, but usually can't find together on the same car at the same time.

And it's an investment. A car that's built to hold up through years of driving, keeping up its value as well.

Audi. Yesterday, today or tomorrow, always an outstanding car.

1913 Audi Alpensieger Race Car



AUDI 100LS-1976

ENGINE:	
No. of cylinders	4 cylinders, in-line water cooled
Displacement	114.2 cu. in. (1871 cc)
Compression ratio	8.0:1
ENGINE DESIGN:	
Cylinder block	Cast iron
Cylinder head	Light alloy
Cooling system	Water cooled with pump
Lubrication	Full pressure system
Fuel/Air supply	CIS—Fuel injection
ELECTRICAL SYSTEM:	
Rated voltage	12 volt with alternator (770 watt)
Battery	12V 54 Amp. hr.
Ignition	Battery, capacitive discharge system
DRIVE TRAIN:	
Location of engine	Front, ahead of front axle
Clutch	Single dry plate Automatic, Trilok torque converter
Transmission	4-speed, fully synchronized; 3-speed automatic (optional)
Location of shift lever	Floor console
CHASSIS AND SUSPENSION:	
Frame	Welded; pressed steel sections unitized with body
Front suspension	Independent, with upper and lower control arms (stabilizer)
Front springing	Coil spring and shock absorber
Rear suspension	Torsion crank axle with built-in stabilizer and Panhard rod

CHASSIS AND SUSPENSION (cont'd):	
Rear springing	Coil springs and double-acting hydraulic shock absorbers
Foot brakes	Power-assisted dual diagonal brake system Vented disc brakes front; finned drum brakes rear
Hand brake	Mechanical, on rear wheels
Rims	5½ J x 14
Tires	165 SR 14 Radial ply—steel belted
Steering	Rack and pinion
CAPACITIES:	
Engine	4.2 U.S. qts./3.5 Imp. qts.
Standard transmission	4.2 U.S. pints/3.5 Imp. pints
Automatic	ATF 6.3 U.S. pints/5.2 Imp. pints
Fuel tank	15.3 U.S. gals./12.7 Imp. gals.
Radiator	7.9 U.S. qts./6.6 Imp. qts.
DIMENSIONS:	
Wheelbase	105.3 in.
Front track	57.0 in.
Rear track	56.1 in.
Overall length	187.9 in.
Overall width	69.1 in.
Overall height (unloaded)	54.6 in.
Turning circle	33.8 ft.
Trunk space	20.1 cu. ft.
PERFORMANCE:	
Litho. in U.S.A.	Top speed 105 mph (Automatic 103 mph) Specifications subject to change without notice.